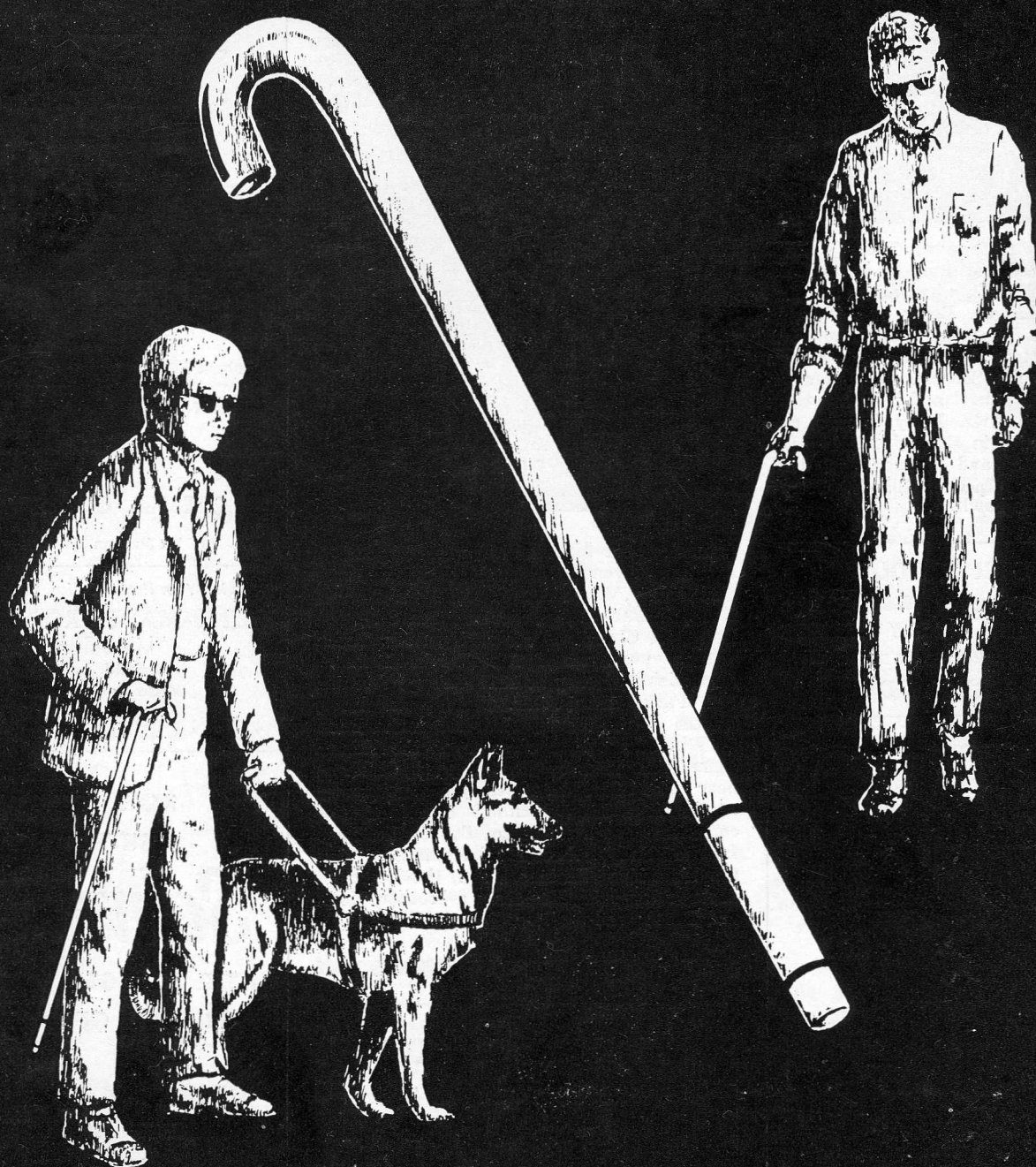


The White Cane

A MONTHLY MAGAZINE

SOLD BY THE BLIND

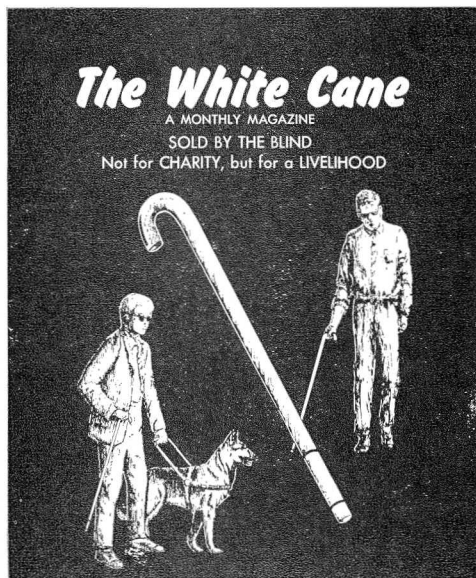
Not for CHARITY, but for a LIVELIHOOD



20c Per Copy

September 1966

COVER PAGE



The front cover page of THE WHITE CANE was created and designed by BETTY SKWIERCZYNSKI, 22, who resides in Harwood Heights, Illinois. Betty was born in Owen, Wisconsin. When her family moved to Chicago, she attended Thomas A. Edison and Mayfair Public Schools. She later attended Taft High School and The American Academy of Fine Arts. Betty is now employed as an artist in the Advertising Department of Cotter and Company, 2740 N. Clybourn Avenue, Chicago, Illinois. Betty's favorite pastime is bowling.

BEG YOUR PARDON!

Since the writing of the Wally Phillips story, MR. and MRS. WALLY PHILLIPS have been blessed with a new son

TODD RICHARD

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The Blind

Help Themselves

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1911

1966

Marvin E. Tench

Services for Marvin E. Tench, 55, of 831 Seminary Avenue, Park Ridge, Illinois, who died Friday, August 12 in Lutheran General Hospital, Park Ridge, were held in St. Mary Episcopal Church of Park Ridge. Mr. Tench was the president of The Marvin E. Tench Advertising Agency at 1111 Chicago Avenue, Oak Park, Illinois. Mr. Tench was also a trustee of the Hadley School for the Blind in Winnetka and a director of the Illinois Camp for Visually Handicapped Children, near Lake Villa. Mr. Tench was a co-founder of the Lions Clubs of Illinois Blind activities committee and a trustee of the Leader Dogs for the Blind, Rochester, Michigan. Surviving are his widow, Elaine; a son, the Reverend Jack; a daughter, Kathleen; a brother, Howard Tench; and a sister, Beatrice Lake.

BERNARD BELSON

PRECINCT CAPTAIN

50TH WARD

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ORGANIZATION

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MITGANG & LEVINE

Attorneys

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INTRODUCING . . .



LAWRENCE M. WEISS

Editor and Publisher
THE WHITE CANE

The biggest little word in the world is "HELP."

The purpose of The White Cane Magazine is to help the blind help themselves.

Persons who sell The White Cane Magazine are not looking for charity, but for a livelihood. You can help them by giving them moral support by purchasing a copy.

At this time I wish to take the opportunity to thank the American Medical Association, Lions of Illinois, The National Safety Council, Columnists, Radio Announcers, Publicity Persons, and last but not least the advertisers who have made The White Cane Magazine possible.

Lawrence M. Weiss
Editor and Publisher

NEVER SAY, "IT CAN'T BE DONE"

As a result of my own handicap, loss of adequate sight, it is my desire to help people with the same handicap. To do this I conceived the idea of publishing a magazine to be sold by the blind to sighted people. Through my determination and hard work I have accomplished this feat with the first edition of The White Cane. It is my hope that I have shown all my friends, relatives, and acquaintances who said, "It can't be done," that "it can be done." Your purchasing The White Cane can help me fulfill my goal of helping the blind help themselves.

The Editor

THE EYES HAVE IT

"Don't sit so close to the TV—you'll ruin your sight." "Hold that book farther away from your eyes!" "Stop drawing in the dark! You'll go blind." Such commands and warnings are screamed out millions of times a day, and they are all wrong, an ophthalmologist told the American Medical Association at its Denver meeting recently.

From more than 20 years of practice in the Mile-High City, said Dr. Morris Kaplan, he has developed a series of set speeches for parents and grandparents, to disabuse them of all-too-common fallacies about eyes, vision and glasses. Key points:

Use Them. "The best way for your child to keep his eyes healthy (whether or not he wears glasses) is to use them. The more he reads, the more he watches television, and the more he goes to the movies, the better it will be for his eyes."

Distance Doesn't Matter. "It makes no difference how close the child holds his reading material. While holding a book close may be evidence of early myopia, it is not doing any damage and is certainly not causing the myopia."

Upside-Down Is O.K. "As far as the eyes are concerned, it matters not whether your child is sitting down or lying down, or is upside down or under the bed covers while he is doing the reading. I am not advocating that he read in the dark—it is obviously more comfortable and perhaps easier to read in adequate light—but it does no harm to the eyes to read in the dark. I would much prefer that your child read upside down in the dark than not read at all."

TV Is Great. "In my serious medical opinion, television is a particularly beneficial type of eye exercise, and I urge my patients to watch it as much as possible. Many people prefer to be close to the instrument for comfort, and that is where those people should sit. Some prefer to sit across the room and that is where they should sit. To insist that a child move away from the screen because that is where an adult prefers to sit may be enough to give him a headache and bring on nausea and vomiting."

Movies Are Fine. "Movies are in the same category. If your child wants to go to the movies at one o'clock on Saturday and come out at six, having sat in the front row the whole time, that's fine. He may have a splitting headache and be sick from a lot of popcorn, but he has caused no harm to his eyes. He has benefited from using them. Eyes, like fingers, hands, arms, feet, legs, brains and lungs are to be used, and lack of use may do much greater harm than use. People who tell me they are 'saving' their eyes by not using them are doing their eyes a major disservice."

There is such a thing as eyestrain, Dr. Kaplan conceded, and he defined it as "the sum of the discomforts from overuse or from uncorrected (by glasses) defects of the focusing powers of the eyes"—fatigue of the focusing muscles. Such discomforts, he insisted, cannot damage the organs of sight. If

THE WHITE CANE

LAWRENCE M. WEISS

Editor and Publisher

Publishing Office

6640 N. Maplewood Ave.

Phone: 274-0746

Chicago, Illinois

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VOL. 1

572

NO. 1

THE HADLEY SCHOOL FOR THE BLIND

Unique in education, unique in Lionism, the world-wide services of the Hadley School for the Blind reflect the inspired dedication of the Lions Clubs of Illinois.

Each year almost 2,000 Blind students in 60 countries prepare themselves to live fuller, more productive lives through tuition-free study by mail through the Hadley School, the only school of its kind on earth.

Hadley students learn in their own homes wherever they may be, through braille or recorded text books, individual letters of correction and encouragement from their Hadley instructors. Their mailed-in lessons, submitted in braille, in type or on tape, make each student a living personality to the teachers who supervise their progress.

Through the united efforts of the Lions Clubs of Illinois who annually underwrite more than 20% of Hadley School's program, 1,100 Blind residents of Illinois have been taught and in the 45 years of the school's existence, more than 20,000 students have learned through Hadley.

Vocational courses, a high school diploma, creative hobbies, selective college studies—all are put in reach of Blind adults and teen-agers glad to substitute the ability to learn for the ability to see.

Better education for more aspiring students—fuller lives for Blind persons and for the families and communities to which they learn to contribute—these are the goals that the Lions of Illinois, dedicate their efforts.

Open Letter to Hugh M. Hefner
Editor and Publisher of
Playboy Magazine

Dear Hugh:

Did you ever think of publishing the picture of the Playmate of the month in braille?

anybody wants to leave his glasses off, that is all right with the permissive Dr. Kaplan, even though "the patient may not see well without them and may consequently fall down steps and break a leg." But that is a problem for the orthopedist, not for the ophthalmologist.

Reprinted by permission
of the American Medical Association

KNOW CHICAGO

Chicago, Illinois is the world's third largest city. Was incorporated in 1837.

Located on the South Western shores of Lake Michigan has a population of over 3,550,000 (1960 census). Total area 224 square miles.

Chicago is the hub of many of our modern day industries. Included in these are steel, railroads, airlines, meat packing and farming equipment. Plus being the convention city of the world. It also is the largest of all inland seaports.

Chicago's downtown area is often called the "loop" because of the elevated trains that form an actual loop around the central area before branching out to all parts of the city. This is the business core and nerve center of the city. The most convenient and concentrated retail shopping district in the world is the stretch between the booming Marina City towers and one of the busiest thoroughfares in the country—the Congress Street approach to the Eisenhower Expressway. It is a fantastic, nine-block montage of stores, hotels, garages, movie theaters and office buildings.

Beneath the clickety-clack of the shoppers' heels one of State Street's main arteries—the subway whizzes day and night and places shoppers minutes from just about anywhere in the city. You can enter many stores from the subways without going out-of-doors. Buses stop at every State St. corner, going every direction conceivable. It is truly a lavish, teeming bazaar not to be missed.

POINTS OF INTEREST

ADLER PLANETARIUM, on the Lake front near Roosevelt Road.

ART INSTITUTE, at Michigan Ave. and Adams St. World-famous collection of paintings, prints and sculpture.

BABA'I HOUSE OF WORSHIP. Nine-sided National Temple of Baha'i World Faith, of unusual architecture. Sheridan Rd. and Linden Ave., Wilmette.

CHICAGO HISTORICAL SOCIETY is located at N. Clark St. and North Ave.

CHINATOWN, 22nd St. and Wentworth Ave., south of the Loop. A picturesque community with its beautiful gift shops and restaurants serving authentic Cantonese food. Visit the exotic Chinese Temple in the On Leong Merchants Assn.

CHICAGO NATURAL HISTORY MUSEUM. Situated in Grant Park at the foot of E. Roosevelt Rd. (extended).

INTERNATIONAL COLLEGE OF SURGEON'S HALL OF FAME, 1524 N. Lake Shore Drive. Statues, murals, manuscripts and instruments from 64 nations depicting the history of X-ray and surgery.

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SHEDD AQUARIUM, situated in Grant Park at the foot of Roosevelt Rd. (extended).

HON. RICHARD J. DALEY



MAYOR OF CHICAGO

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East 23rd St. and Lakefront

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Federal Building — 219 South Dearborn Street, 828-4400.

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Any blind person carrying a white cane in a raised or extended position, or being guided by a dog, shall have the right-of-way in crossing any street or highway whether or not traffic is controlled by traffic signals. The driver of a vehicle must come to a full stop and take such precautions as many be necessary to avoid injury to the blind person.

Uniform Act Regulating Traffic on Highways. (Art. X, Sec. 75a)

HELP CHICAGO

Chicago needs your help. We can all help with the great problem of orientating newcomers to the city. The Chicago Board of Education has Americanization and Adult Education classes to help our newcomers understand English and the customs of a large city. You can do your share by telling newcomers about this free service offered by the Chicago Board of Education. Call DEarborn 2-7800, Extension 345, for information.

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HERE'S WALLY



Wally Phillips is one radio announcer who'll never be at a loss for words. He claims he swallowed a piece of a phonograph record at the tender age of four, and he's been talking ever since.

At his breezy best, Phillips is a satirist who delights in poking fun at all stuffy institutions and exchanging banter with folks who call.

WGN Radio listeners may hear him cutting up Monday thru Friday at 6:00 to 10:00 a.m., on WGN Radio. Wally's show on Saturdays is broadcast from 9:00 to 11:55 a.m.

Wally's unorthodox style of delivery mixed up with commercial take-offs has skyrocketed him to fame as a record spinner and comedian.

With other on the air personalities while at WSAI, Cincinnati, in 1948, he devised the SORE club (Same Old Routine Everyday), and began his needling bit to relieve boredom at the station.

"Here's a message for all women over 500 lbs., are you fat?" Wally would throw in between record spinnings.

Wally is currently far afield of where he believed he would be many years ago when as a youngster he attended a preparatory seminary of the Passionist Order in St. Louis, Mo.

After three years in the seminary, Wally returned to Cincinnati, wrangled in the lead in a play as Brother Orchid, the part made famous in the movies by Edward G. Robinson. He did such a good job that his picture is still hanging at the high school. Wally, however, didn't complete that term in school entering the Air Force (during World War II), before receiving his diploma.

As a supply sergeant Wally says he was the guy who took home all the sheets. After leaving the service, he took night courses at Schuster-Martin School of Drama, made some tapes and was recommended for a disc jockey at WJEF, Grand Rapids, Mich., in July, 1947.

At WSAI a year later he opened fire on the tired routines used by disc jockeys and gained himself a reputation as a humorist and satirist.

By 1950 he was installed at WCPO, Cincinnati, because he was paid more money. It was here that he first conceived the idea of goofing up TIRED interviews that had been recorded with celebrities with local disc jockeys being given a script of the questions they were to ask the star.

Instead of opening with the script's line: "I guess it's a thrill to have a hit record going?" Wally would cut in, "Don't you think your voice has gotten a little shaky over the past year?" to which the star's recorded reply would be: "I'll go along with that."

Then instead of the required "You've got a big record on its way up?" with the star's reply, "Well, luckily, it's two," Wally would inject: "I'll give you credit for one thing, you've got a head on your shoulders."

The star's recorded reply of "Well, luckily, it's two," panicked Wally's radio audiences.

This started Wally on a new gimmick which placed him at the top of Cincinnati's deejay heap. He began buying voice tracks.

Such hijinks wowed the radio audiences but made station executives turn gray overnight. Still Wally's ratings continued to overwhelm everyone. The result was in 1952 he went to WLW in Cincinnati, again for more money, and continued working his collection of voice tapes into his radio show. These voices of all types and description continually talked back to the glib comedian, but never finding Wally at a loss for words which continued to fill his audience with glee, so much in one case, that a listener had a wreck with his auto while tuned in.

At WLW Wally bumped into Bob Bell, another record spinner, and Bob, who had been a bit actor in Hollywood, was the visual counterpart of Wally's voice tapes. Filling in as several different characters, Bob became the television foil for Wally's chatty delivery.

The result was a highly rated hour long TV show, and in the fall of 1956 the pair were so successful that WGN, Inc., brought them to Chicago.

Wally chit-chats with his public via telephone, spins records and continues with his fast patter on his radio shows and his ratings continue to climb and his popularity to grow.

Wally and his wife Barbara have one child, a girl, named Holly Michelle.

COMING!

IN THE OCTOBER ISSUE

THE STORY OF

JERRY WILLIAMS

THE TALK OF CHICAGO

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CHICAGO

DIS n' DAT

Chicago's first public park was located on Michigan Avenue and Randolph Street where the Chicago Public Library now stands.

* * *

The Yellow Cab Company now employs forty-five women drivers . . . and they're terrific.

* * *

Bravermans Restaurant at 1604 West Chicago Avenue serves the biggest and best Corned Beef Sandwiches in the country (nearly a half-pound) and whopper potato pancakes.

* * *

Mayor Daley's alley behind his home is still unpaved.

* * *

We all try to solve and/or straighten out the problems of the world but we can't do the same with our own personal affairs.

* * *

The Chiam Restaurant on Wentworth Avenue in Chinatown serves the finest Cantonese and American food and beverages in truly Chinese atmosphere. Your congenial host is Jimmy Wong.

* * *

Dave Tannen, the man who broke Jack E. Leonard into show business is selling ladies shoes at Chernin on Roosevelt Rd.

* * *

Who cares if Frank Sinatra gave his wife Mia, a nine carat diamond ring? Do you?

* * *

Sammy Tannen who played with many bands, including Eddie Howard, is now spinning records on THE BUD KELLY SHOW on WBBM.

* * *

HERE'S A BUNCH OF SWELL GUYS

John Bell—BELL PHARMACY, 2001 W. Irving Park Rd.

"Ike" Arnove—PARKWAY DRUGS, 2368 N. Clark St.

Abe Litberg — LITBERG'S BAGEL BAKERY, 1519 W. Devon Ave.

Marvin E. Tench—MARVIN E. TENCH ADVERTISING AGENCY, 1111 W. Chicago Ave., Oak Park.

"Bud" Stone — GREENHUT AND CO., 9238 Cottage Grove Ave.

"Bob" Samuels—President, YELLOW CAB CO.

"Jim" Kennedy—Head of Public Relations, UNITED AIRLINES.

* * *

Jack Musick, an ex-Chicago Policeman, rose from a liquor salesman to President of Hiram Walker Distilleries in thirteen years . . . now that's a real success story.

* * *

Charlie Glenn, the ex-partner of Joe Louis, is still selling Cadillacs at the Roy Crist Agency on Western Avenue in Blue Island, Ill.

LETTERS! LETTERS!
LETTERS!

We would appreciate your opinion and comments of THE WHITE CANE. Please send your letters to THE WHITE CANE, c/o LAWRENCE M. WEISS—Editor and Publisher, 6640 N. Maplewood Ave., Chicago, Illinois 60645.

THEY SAY

By ADDAH REYNOLDS

There once was a Grandmother, who learned the hard way,
And, to save them this fate, to her children,
would say—

Why don't you do it this way?

It's so much easier than the other, they say.
But youth, it seems, must try its wings—

And to Grandmother, this retort it would bring.

Please! Grandmother, we want to try it our way!

And then they would add—"Just who is—
They Say?"

And Grandmother, with a smile and a sigh,
would reply—

I don't really recall, right now, who said
it—or why,

Except, that it happened that way—

So They Say.

—By Gram

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EVERYBODY BUYS THE WHITE CANE



PLAYBOY BUNNY TERRI purchasing a copy of THE WHITE CANE from the publisher LAWRENCE M. WEISS.